



ADVERTISING ORDER

74th U.S. OPEN CHAMPIONSHIP
of the
UNITED STATES GOLF ASSOCIATION
at
WINGED FOOT GOLF CLUB
MAMARONECK, NEW YORK



We wish to support the U.S. OPEN CHAMPIONSHIP to be played June 10-16, 1974, at Mamaroneck, N.Y. Winged Foot Golf Club is hereby authorized to insert our advertisement to occupy space as indicated below, in the:

CHAMPIONSHIP ANNUAL - 1974 EDITION

Publication Date: May 10, 1974

Deadline: February 8, 1974

ADVERTISEMENT SIZE AND COLOR

☐ FULL PAGE ☐ 2-PAGE SPREAD ☐ 4-PAGE INSERT ☐ OTHER _____ PAGE _____

☐ 4 COLOR ☐ 3 COLOR ☐ 2 COLOR ☐ BLACK ONLY ☐ EXTRA COLOR

In accordance with the insertion rates and mechanical specifications printed on the reverse side of this form from which there shall be no deviation we agree to pay to the 1974 U.S. OPEN CHAMPIONSHIP.

_____ dollars(\$_____).

Please Make Checks Payable To: 1974 U.S. OPEN CHAMPIONSHIP

Payment may accompany order or will be made upon receipt of invoice to be issued on submission of proof of publication. This contract is the only agreement between the two parties and is not subject to cancellation. No person has power to make contracts at other than the prices quoted. In the event copy is not received by the closing date noted above and on the reverse side, the publication of the name and address of the advertiser will be considered compliance with the terms of our agreement. Claims for error must be made on galley proofs in time for correction. Author's alterations are billable to advertiser. The publisher's right to reject or omit any advertisement or parts of advertisements is expressly reserved by The Tournament Committee, Winged Foot Golf Club.

ADVERTISER _____ DATE _____

PLEASE PRINT

Street _____ City _____ State _____ Zip _____

ADVERTISING AGENCY _____ Account Executive _____

PLEASE PRINT

Street _____ City _____ State _____ Zip _____

☐ BILL ADVERTISER

☐ BILL AGENCY

☐ COPY WITH ORDER

☐ COPY LATER

☐ PAYMENT HEREWITH

SIGNED _____

By _____

Title _____

Reply to:

U.S. OPEN OFFICE

Attention: Nancy Jupp

Winged Foot Golf Club

Fenimore Road

Mamaroneck, N. Y. 10543

Telephone (914) 698-1974

Winged Foot Golf Club and the U.S. Open Championship Committee wish to thank you for your participation and contribution to Golf.

John Bell
Thomas Curtin
Program Co-Chairmen

RETURN ORIGINAL COPY ONLY

U.S. OPEN CHAMPIONSHIP ANNUAL—1974 EDITION

Publication Date: May 10, 1974 Deadline: February 8, 1974

1. BLACK & WHITE RATES

SPACE UNIT	SIZE	RATE
1 page	7 x 10"	\$1,500
2/3 page (vertical)	4-9/16 x 10"	1,200
2/3 page (horizontal)	7 x 6-1/2"	1,200
1/2 page (vertical)	3-3/8 x 10"	900
1/2 page (horizontal)	7 x 4-7/8"	900
1/3 page (vertical)	2-3/16 x 10"	650
1/3 page (horizontal)	7 x 3-1/4"	650
1/4 page	3-3/8 x 4-7/8"	500
1/8 page	3-3/8 x 2-3/8"	300

IMPORTANT

All rates net to 1974
U.S. Open Champion-
ship.
No Cash Discount.

2. COLOR RATES

1 page, 4-color*	7 x 10"	\$2,000
1 page, 3-color**	7 x 10"	1,850
1 page, 2-color**	7 x 10"	1,750

*4-COLOR PROCESS.

**USING STANDARD RED, YELLOW, BLUE, BLACK

3. COVER RATES

Covers are 4-Color Process. Front Cover not sold.		
2nd Cover (inside front)	7 x 10"	\$3,500
With Gate Fold	7 x 10"	9,000
3rd Cover (inside back)	7 x 10"	3,500
4th Cover (back)	7 x 10"	5,000(sold)
Page facing inside front	7 x 10"	2800

4. SPECIAL SECTIONS - Winged Foot Golf Club Course Section. One full color page will be devoted to each of Winged Foot's 18 holes. The page opposite each hole page will be sold at \$2,500 per page. Advertiser taking this choice space will be required to furnish their own color separated screened negatives for product advertising.

WINGED FOOT GOLF CLUB COURSE DIAGRAM AND DESCRIPTION - \$6,000. A 4-page 4-color fold out. Front side features the course, with copy supplied by Club. Reverse side carries advertising copy.

5. ADDITIONAL ADVERTISING OPPORTUNITIES - DAILY PAIRING SHEETS: Full page, 4-col. 7"x10". \$4,500; half-page vertical, 4-col. 3 1/2"x10" \$2,500. BACK OF TICKETS: \$5,000.

6. GUARANTEED POSITION - There will be an additional 10% charge for all guaranteed positions.

7. BLEED - There will be an additional 15% charge for all bleed ads.

8. INSERTS - Black & White rate applies to all inserts, i.e. 2-page inserts, \$3,000; 4-page inserts, \$6,000; etc. All inserts will be a minimum of two pages and in multiples of two pages, complete with no back-up required. Advertiser furnish inserts.

9. MECHANICAL REQUIREMENTS - PAGE SIZE: 7 x 10", without fold. TRIM SIZE: 6-3/8 x 10-7/8".

The 1974 U.S. OPEN CHAMPIONSHIP ANNUAL will be reproduced entirely by lithographic (offset) process.

4-COLOR PROCESS: Advertiser shall furnish color-separated, screened negatives with all type matter in position, 120 to 133-line screen, made for 4-color offset printing, accompanied by progressive proofs. Brighttype conversion negatives or Scotchprint conversion negatives, accompanied by progressive proofs of original plates, are also acceptable. Brighttype or Scotchprint positives will be converted at an additional charge of \$50.00 per page. If 4-Color letterpress plates and progressive proofs are furnished, they will be converted by the publisher at an additional charge of \$150.00 per page.

10. CLOSING DATE (DEADLINE) - Whenever possible appropriate copy and artwork should accompany the advertising order. Artwork and copy or plates for conversion must reach the publisher no later than February 8, 1974.

11. SHIPPING INSTRUCTIONS - Send all copy, mechanical materials, correspondence and orders to:

1974 U. S. OPEN OFFICE

Attention: Nancy Jupp

Winged Foot Golf Club

Fenimore Road

Mamaroneck, N. Y. 10543

Telephone: (914) 698-1974

Make Checks Payable To:

Send Checks To:

1974 U.S. OPEN

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